

How to Write a News Advisory

(Send 3-4 days before event date on letterhead)

NEWS ADVISORY:
[DATE]

CONTACT:
[LOCAL CONTACT PERSON]
[PHONE#]

News Advisory Headline Says Something Will Be Happening— the News Hook

“Kicker” in italics contains the secondary piece of info that is also a hook

As in a press release, your first sentence should reveal information about the “news” that will be coming. It is always loaded with information about the who, what, when and where, without giving away the entire story. Write this in a way that will interest the media, but does not give away so much that they don’t need to come to the event or receive a full press release to report on it.

Make the event facts in your media advisory easy to read by highlighting the facts with bullets or placing them in a box like the one below.

<p>What: Description of the event written in a concise and uniquely newsworthy way</p> <p>Who: Names and titles of your spokespersons, except families, which should be listed as:</p> <ul style="list-style-type: none">• Uninsured families from [REGION/STATE] <p>Where: Exact address of event, with directions if necessary</p> <p>When: Day of week, date of event, time</p>
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End your advisory with a brief description of your organization and the program.

*** Remember to put your news advisory on your organization’s letterhead.**